

I claim:

1                   1.       A peer for sharing identity-based activity with a plurality of peers,  
2 comprising:  
3                   a content daemon to detect and store identity-based activity; and  
4                   an instant messaging module, communicatively coupled to the content daemon, to  
5                   send an indication of recent identity-based activity to at least one of the  
6                   plurality of peers, the recent identity-based activity related to a user  
7                   logged-in to the instant messaging module.

1                   2.       The peer of claim 1 wherein identity-based activity comprises content  
2 customized by the user that is accessible to the plurality of peers.

1                   3.       The peer of claim 2, wherein the customized content comprises a  
2 current online auction posted by the user.

1                   4.       The peer of claim 1, wherein identity-based activity comprises  
2 instances of active content by a user logged-in to the instant messaging module.

1                   5.       The peer of claim 4, wherein recently active content comprises  
2 multimedia files played back in the peer.

1                   6.       The peer of claim 1, further comprises an application module to view  
2 identity-based content, and wherein the content daemon detects and stores identity-based  
3 activity in the application module.

1                   7.       The peer of claim 1, wherein the content daemon detects and stores  
2 identity-based activity by communicating with an activity server that hosts the identity-based  
3 activity.

1                   8.     The peer of claim 1, wherein the content daemon detects and stores  
2 identity-based activity after logging-in the user to the instant messaging module, and wherein  
3 the instant messaging module sends an update to the recent identity-based activity.

1                   9.     The peer of claim 1, wherein the indication comprises a unique  
2 identifier related to the identity-based activity.

1                   10.    The peer of claim 1, wherein the content daemon is part of an  
2 operating system running on the peer.

1                   11.    The peer of claim 1, wherein the instant messaging module further  
2 outputs a received indication of recent identity-based activity of another user.

1                   12.    The peer of claim 1, further comprising a content transaction module  
2 to enable a transaction related to the identity-based activity.

1                   13.    The peer of claim 1, wherein the peer is communicatively coupled to  
2 the plurality of peers through a network.

1                   14.    A method of sharing identity-based activity with a plurality of peers,  
2 comprising:

3                   detecting identity-based activity;

4                   storing the identity-based activity; and

5                   sending an indication of recent identity-based activity to at least one of the  
6                   plurality of peers, the recent identity-based activity related to a user  
7                   logged-in to an instant messaging module.

1                   15.    The method of claim 14, wherein identity-based activity comprises  
2 content customized by the user that is accessible to the plurality of peers.

1                   16.    The method of claim 15, wherein the customized content comprises a  
2 current online auction posted by the user.

1           17.    The method of claim 14, wherein identity-based activity comprises  
2 instances of active content by a user logged-in to the instant messaging module.

1           18.    The method of claim 17, wherein recently active content comprises  
2 multimedia files played back in the peer.

1           19.    The method of claim 14, further comprising:  
2 viewing identity-based content; and  
3 detecting and storing identity-based activity.

1           20.    The method of claim 14, further comprises:  
2 detecting and storing identity-based activity independent of viewing identity-  
3 based activity.

1           21.    The method of claim 14, wherein the indication comprises a unique  
2 identifier related to the identity-based activity.

1           22.    The method of claim 14, wherein the detecting comprises detecting  
2 identity-based activity of an application module in an operating system.

1           23.    The method of claim 14, wherein the instant messaging module further  
2 outputs a received indication of recent identity-based activity of another user.

1           24.    The method of claim 14, further comprising:  
2 enabling a transaction related to the identity-based activity.

1           25.    The method of claim 14, further comprising:  
2 communicating with the plurality of peers through a network.

1           26.    A computer program product, comprising:  
2 a computer-readable medium having computer program instructions and data  
3 embodied thereon for sharing identity-based activity with a plurality of  
4 peers, comprising:

5 detecting identity-based activity;  
6 storing the identity-based activity; and  
7 sending an indication of recent identity-based activity to at least one of  
8 the plurality of peers, the recent identity-based activity related  
9 to a user logged-in to an instant messaging module.

1 27. The computer program product of claim 26, wherein identity-based  
2 activity comprises content customized by the user that is accessible to the plurality of peers.

1 28. The computer program product of claim 27, wherein the customized  
2 content comprises a current online auction posted by the user.

1 29. The computer program product of claim 26, wherein identity-based  
2 activity comprises instances of active content by a user logged-in to the instant messaging  
3 module.

1 30. The computer program product of claim 29, wherein recently active  
2 content comprises multimedia files played back in the peer.

1 31. The computer program product of claim 26, further comprising:  
2 viewing identity-based content; and  
3 detecting and storing identity-based activity.

1 32. The computer program product of claim 26, further comprising:  
2 detecting and storing identity-based activity independent of viewing identity-  
3 based activity.

1 33. The computer program product of claim 26, wherein the indication  
2 comprises a unique identifier related to the identity-based activity.

1 34. The computer program product of claim 26, wherein the detecting  
2 comprises detecting identity-based activity of an application module in an operating system.

1                   35.     The computer program product of claim 26, wherein the instant  
2     messaging module further outputs a received indication of recent identity-based activity of  
3     another user.

1                   36.     The computer program product of claim 26, further comprising:  
2     enabling a transaction related to the identity-based activity.

1                   37.     The computer program product of claim 26, further comprising:  
2     communicating with the plurality of peers through a network.